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AUTHOR	Nienkamp, Roger L.
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ABSTRACT

This guide to writing effective resumes and cover letters to employers first emphasizes the value of writing skills in job hunting, and explains what a resume is and why it is important. Next, steps to undertake in preparing to write a resume are reviewed including developing a personal inventory sheet to help determine facts to include in the resume. Next, the guide indicates the information that should be included in a resume, i.e., a heading, personal data, employment objective, education and work experience, miscellaneous or part-time work details, reasons for leaving previous jobs, military service, and references. Advice is then offered on the appropriate length and appearance of a resume, and different types of resumes are discussed, including chronological and functional resumes, and those for beginners and recent graduates. A number of suggestions are then provided to make the resume more effective, and items that should not be included are specified. Finally, phrases and terms for describing abilities and a resume checklist are presented. A variety of sample resumes and letters of inquiry and application are appended. (HB)

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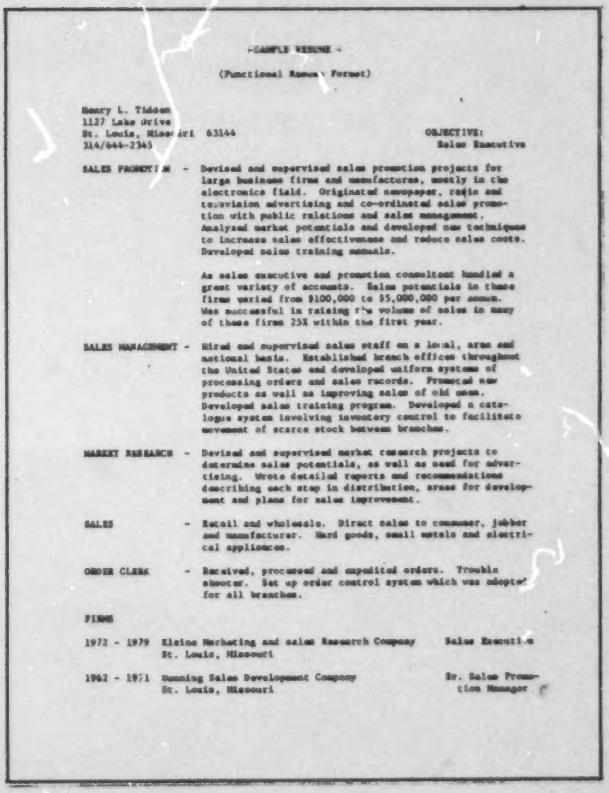
HOW TO WRITE EFFECTIVE RESUMES AND COVER LETTERS



-SAMPLE RESUME -

(Functional Resume Format)

Henry L. Tidson
1127 Lake Drive
St. Louis, Missouri 63144
314/644-2345

OBJECTIVE:
Sales Executive

SALES PROMOTION - Devised and supervised sales promotion projects for large business firms and manufacturers, mostly in the electronics field. Originated newspaper, radio and television advertising and co-ordinated sales promotion with public relations and sales management. Analyzed market potentials and developed new techniques to increase sales effectiveness and reduce sales costs. Developed sales training manuals.

As sales executive and promotion consultant handled a great variety of accounts. Sales potentials in these firms varied from $100,000 to $5,000,000 per annum. Was successful in raising the volume of sales in many of these firms 25% within the first year.

SALES MANAGEMENT - Hired and supervised sales staff on a local, area and national basis. Established branch offices throughout the United States and developed uniform systems of processing orders and sales records. Promoted new products as well as improving sales of old ones. Developed sales training programs. Developed a catalogue system involving inventory control to facilitate movement of scarce stock between branches.

MARKET RESEARCH - Devised and supervised market research projects to determine sales potentials, as well as need for advertising. Wrote detailed reports and recommendations describing each step in distribution, areas for development and plans for sales improvement.

SALES - Retail and wholesale. Direct sales to consumer, jobber and manufacturer. Hard goods, small metals and electrical appliances.

ORDER CLERK - Received, processed and expedited orders. Trouble shooter. Set up order control system which was adopted for all branches.

FIRMS

1972 - 1979 Klein Marketing and Sales Research Company — Sales Executive
St. Louis, Missouri

1962 - 1971 Dunning Sales Development Company — Sr. Sales Promotion Manager
St. Louis, Missouri

Prepared by:
Roger L. Nienkamp
Placement Service
St. Louis Community College at Forest Park

December, 1981

VC 230 246

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INTRODUCTION

WRITING SKILLS

Writing skills are among your most valuable tools in the job-hunt. It pays to study books on how to write business letters and to practice. Remember that a prospective employer may only have one job vacancy, yet he may receive one hundred or more letters and resumes. Your letter and resume must, therefore, be well written and better than the rest, or at least better than the average.

Employers look for attention given to planning, spelling, appearance, and accuracy.

Dirty typewriter keys, creased or dog-eared paper, smudges, etc., tip off the personnel manager that you may be the WRONG PERSON for the job.

If in doubt, use a dictionary, because bad spelling will disqualify you unless you're applying for a job as an unskilled laborer.

Even the best letter of application would be ineffective without an appropriate resume. The letter of application and the resume should be considered indispensable tools in the job-hunt.

WHAT IS A RESUME?

The word "resume" is a French word, that according to Webster means, "A summing up, a summary, a condensed statement, or a short history." It is your autobiography, condensed into one or two pages. Your resume is like a snapshot or a mirror. It is a reflection of you.

WHY WRITE A RESUME?

Times have changed. When firms were smaller, an impromptu visit was enough to get you an interview, resumes were not needed. Today, many firms are huge corporate structures with rigid employment or personnel departments, staffed with specialists in their field. No longer will you find major firms assigning hiring duties to secretaries, receptionists, managers, or office clerks. With this change in mind, you are fortunate if you are able to get by a security guard or receptionist. An interview can be very hard to get. Therefore, to assist you with this difficult task of getting an interview, a resume can be a valuable tool. The primary purpose of a resume is to get you an interview. In many instances your resume will precede your visit to an employer, it therefore, must be the best image you can project. Many employers demand

a resume. From the employer's standpoint, he has an opportunity by studying a resume in advance of an interview, to familiarize himself with the applicant's educational and work background. This eliminates a lot of preliminary questioning and probing when the applicant arrives and saves time for both parties.

Writing a resume also helps you organize yourself and know yourself, your strengths and weaknesses. Preparing a resume requires you to dig into your past. Putting the facts on paper requires you to think about them, and this often reveals hidden strengths and weaknesses that you might ordinarily not be aware of.

For this reason alone, even if a resume were not required, I would recommend that every job hunter prepare one. Putting yourself on paper is difficult at best, but in the end it will improve your chances for getting a job. Resumes make the task of answering help wanted ads much simpler. Think of all the time extended if you had to compose a lengthy letter of application for every advertisement you answered, describing your background, education, accomplishments, and all the other information that would be required.

Writing a resume also helps you organize your presentation for a job interview. It enables you to follow the chronology of the resume and avoid jumping around, losing the continuity of your work experience, and missing important points. Names and dates are at a finger's touch.

A resume also prevents you from overselling yourself during an interview. Knowing that the employer is already aware of everything about you eliminates the temptation to exaggerate.

Your resume should present to an employer the abilities you have to offer that other candidates for same position do not have. To achieve this, your resume must clearly point out what you have done in the past that is an indicator of potential success for the future. Therefore, your resume must be more than a history of your education and work experience. It should also tell about your past accomplishments stated in such a way that the employer will be interested enough to call you for an interview. So the resume is actually the first step along the road to employment.

In summary, a resume will:

- Determine your strengths and weaknesses.
- Help you determine the type of job to seek.
- Help you to obtain a job interview.
- Allow both you and the employer to prepare for the interview.
- Allow you to embellish on points that most employment applications do not cover.

- Efficiently answer want ads.
- Employ a systematic approach to job hunting.
- Contact a large number of employers in your chosen field very quickly.
- Allow you to state your accomplishments.

PREPARING TO WRITE A RESUME

PERSONAL INVENTORY

The forms on pages 4 and 5 are for your guidance in writing your resume. When you have completed all of the information requested, you will have the basic data for a finished resume. The inventory sheet, however, is not intended as a resume. What the inventory sheet does is guide you in recording every fact that should be included in your final resume, and at the same time help organize your thoughts. Fill in all the blank spaces. Do not just indicate with single words or phrases intending to embellish later. This will serve as a guide when making up the resume and prevent you from leaving out important information.

Remember, you are preparing for a sales presentation. The product that you are attempting to sell is you. But first you must prepare for your presentation. Your personal inventory sheet will begin this preparation.

PERSONAL INVENTORY SHEET

PERSONAL DATA (Optional)

Name _____

Address _____ City & State _____ Zip Code _____

Telephone (Home) _____ (Business) _____

Job Titles or Occupational Objectives _____

_____

Date Available _____ Willing to Relocate _____

Relocation Preference _____

****

EDUCATION (List last first)

School _____

Dates of Attendance _____ Location _____

Degree or Diploma Earned _____

Major Subject _____ Minor Subject _____

Subjects, Awards, Honors _____

(Repeat this section for each school attended)

****

WORK EXPERIENCE (Last position first)

Name of Firm _____

Address _____

Inclusive Dates of Employment _____

Title of Position _____

Duties _____

_____

PERSONAL INVENTORY SHEET
Continued

Special Accomplishments on Job (awards, citations, commendations, promotions, etc.)_____

_____

_____

(Repeat this section for each job held)

****

MILITARY SERVICE

Dates_____Branch_____Rank_____

Career Field_____

Special Training or School Attended_____

_____

****

REFERENCES (Optional)

Name, Address, Phone Number 1. _____

2. _____

3. _____

****

MISCELLANEOUS

Memberships in organizations, extracurricular activities, interests

_____

_____

_____

CONTENTS OF A RESUME

The following categories are contained in the majority of resumes:

1. Personal Data
2. Employment Objectives
3. Work Experience
4. Education
5. Miscellaneous Information
6. References or willingness to provide references.

Unless your resume includes each of these items, you are probably leaving out some pertinent information.

HEADING

Your name, address, and telephone number. Your business phone is acceptable if you are employed.

PERSONAL DATA

Other information such as: age, height, weight, marital status, condition of health is optional. You are not required to submit this information, but it may help your chances.

EMPLOYMENT OBJECTIVE

This section should be carefully worded because it will indicate what to expect from the material that follows. A specific job title or objective should reflect your background and experience, or the position you are seeking. Be as specific as you can.

EDUCATION

The longer you have been away from your formal schooling, the less important are the details. However, it is necessary to list at least the name of the college you attended, inclusive dates, and degrees earned. If you are a recent college graduate, your work experience may not be extensive. Therefore, your emphasis should be on your educational training. It is relevant to list those courses which have relevance to the career or position that you are seeking. Be selective in choosing which courses to list, which will show your education in the best light. List all supplementary education you may have received from other schools, including night and correspondence courses and any business related courses.

WORK EXPERIENCE

This part of your resume tells a prospective employer what you have done and what you can do. It should be written so the employer will feel that you have something of value to offer. List the jobs you've held, with the most recent first. Include the dates of employment, name of the firm, address, what the company makes or the service performs, title of your position, brief description of duties. If you've had more than one job of the same type, just list the employer and combine the description of the duties and and accomplishments into one listing. Also include honors, awards, promotions, changes, commendations, new programs or plans you instituted.

Do not skip any jobs. Every period in your life should be accounted. Employers will question long periods of seemingly inactivity. Be prepared to explain during an interview long gaps of unemployment. State in what capacity you were employed and what you were expected to do. Also, state your level of responsibility. Use positive phrases like, completely responsible for, successfully implementated, improved output by percentage, increased production by percentage. Many jobs involve familiarity with certain kinds of equipment or processes. For instance, in data processing, list any equipment that you have operated and what you are able to do with it. Do not state your present salary. To state salary is to lose your bargaining power. During your job interview, your salary expectations will and must be discussed.

MISCELLANEOUS OR PART-TIME WORK DETAILS

State what you did in general terms, selling, construction, general office work, but also state the name of the company where possible. Grouping your part-time, summer, or odd jobs can shorten your resume and can account for all of your working years, and it avoids the impression of job hopping.

REASON FOR LEAVING

This can be an optional part of your work experience. It is not always necessary. If you wish to leave this information for your interview, simply state, "Will be discussed during the interview." If you wish to list the reason for leaving a position, do so briefly. "Left for a better position" is a widely accepted reason. Avoid negative type phrases, like, fired, layed off, terminated, personality conflict, poor management, no advancement possibilities. Do not criticize your former employers.

MILITARY SERVICE

The recently discharged veteran, like the recent graduate, has little but his service experience, education, and training to offer, and should emphasize these points. Generally speaking, select the functions you performed most capably and relate them to a civilian occupational field.

REFERENCES

Opinion is mixed as to whether references should be listed on the resume. There are those who prefer to say, "References furnished upon request." Whether you list them or not, make sure you have permission from all references to use their name. You could be embarrassed if you don't. If you use references, list faculty members or previous employers who have knowledge of your abilities, goals, and interests. For those applicants seeking executive type employment, list the names of outstanding professionals, well-known executives with officer titles, well-known public figures, your peers, your subordinates, a banker, stockbroker, and attorney.

LENGTH OF RESUME

There is almost as much disagreement on the proper length of your resume as there is on the best format to follow. The length of your resume will be influenced by the amount of formal education training and the amount of work experience. Usually, for beginners and recent college graduates, one or two pages is enough. For a professional person, such as lawyers, doctors, engineers, or an individual with 10 or more years work experience, up to four pages is acceptable. If you find that your resume must take three or four pages, then attach a summary sheet at the beginning which will cover the highlights of the resume. This will allow the employer to check your qualifications at a quick glance without reading through 3 or 4 pages.

The recent college graduate and beginner may not have work experience, but can offer an employer youth, drive, ambition, ability to learn and the potential to develop.

For the recent graduate, heavy emphasis should be placed on your college career, pointing to major and minor courses, and any important accomplishments that relate to your field of interest. Also include work experience for full-time, part-time, summer, and military training that you feel will assist you in getting hired.

APPEARANCE OF A RESUME

Employers more often than not find that the appearance of the resume reflects the quality of the applicant. Normally, the following factors are considered, how it is organized, the quality of its printing, its neatness and cleanliness, how it is spaced on the page, the correctness of the grammar, spelling, typing errors, and the general appearance.

Employers have found that flamboyant resumes often bring in overaggressive applicants; soiled, sloppy resumes with misspelling and general disorganization often bring in people whose backgrounds and personalities match their resumes.

Flamboyant resumes seldom make or present a favorable impression. No matter

how talented you are or how well you fit the job specifications, the resume is not the place to express your independence. The unorthodox presentation will surely attract attention, but is it the kind you want? Businessmen are still generally conservative and any radical change from the norm upsets them. If you are as great as you think you are, wait until you get into an interview to prove it. Do not destroy your chances of getting that interview or that job by showing off in your resume.

The acceptable size of a resume is 8 1/2 by 11 inches. It is recommended that you type your resume and use good bond stock paper. White paper is generally preferred. Using colored paper is all right, so long as it is subdued. Resumes printed on mimeograph, newsprint, xeroxed, or other stock are unattractive to look at and feel, and are not usually very legible. Always use black ink. A printed resume is perfectly acceptable. If you are going to type each resume, clean your typewriter and never use carbon copies.

Since you should always have a quantity of your resumes on hand while job hunting, it is recommended that you provide yourself with perhaps fifty copies. Reproduction by the offset printing method is the best. The cost is small and the quality is good. Many of the companies that supply offset printing will also, for an additional fee, type your resume on an electric typewriter.

TYPES OF RESUMES

There are differences of opinion regarding resume formats, but there are also generally accepted guidelines to follow. This booklet will discuss two distinct types of resumes, chronological and functional, with practical applications for the part-time job seeker and the recent college graduate.

CHRONOLOGICAL RESUME (Sample on pages 13 - 15)

The chronological resume is the type most applicable to new graduates and those seeking part-time employment. The format is a chronological summation, in descending order.

Heading: Name, address, and telephone number.

Job Objective: Describe succinctly the type of job you want. If you are interested in a broad occupational field, state it as clearly and concisely as you can. Suggest strong alternative or related interests if you have them.

Education: Emphasize the positive aspects of your academic career and extracurricular activities. Describe any academic honors or financial awards you have received as well as any positions of leadership you have assumed. If your extracurricular activities are minimal because you were employed, emphasize this.

Work Experience: Describe in reverse order by date. Stress tasks related to the position you are currently seeking. Eliminate minor details and emphasize major responsibilities. Indicate progressive increases in responsibility where they have occurred. Include civic projects, volunteer work, etc. Be specific and avoid vague generalities. Do not overlook periods of self-employment and include all employment experiences, summer or otherwise, if relevant.

Skills and Interests: Personal as opposed to professional.

References: List faculty or previous employers who have knowledge of your abilities, goals, and interests. It is imperative that you communicate with the persons you wish to serve as references prior to listing them on your resume. Opinion is mixed as to whether references should be listed on the resume. There are those who prefer to say, "References furnished upon request." Whether you list them or not, make sure you have permission from all references to use their names. You could be embarrassed if you don't.

Personal Data: Achievements in school, family background, and non-school activities and interests.

THE FUNCTIONAL RESUME (Sample on pages 16 - 17)

The functional type of resume is particularly advantageous for people with considerable work experience or who want to switch areas of work or move into a field that may be related directly to their educational background.

Heading: Name, address, and telephone number.

Job Objective: Describe succinctly the type of job you want. If you are interested in a broad occupational field, state it as clearly and concisely as you can. Suggest strong alternative or related interests if you have them.

Begin with the most relevant function first, and continue with other functions, in order of their importance. Describe how each function was performed, the scope of your responsibility, and major accomplishments, i.e., increased sales volume 100%. Give specific examples of your skills and knowledge.

The functional method is particularly effective in those jobs where the work is varied, or there are frequent changes of assignments.

Work Experience: Include name of firms, location, dates of employment, and your positions held.

Education: List institutions attended, degrees received, and years of graduation.

Personal Data (Optional): Marital Status and dependents, height and weight.

RESUMES FOR BEGINNERS AND RECENT GRADUATES (Samples on pages 18 - 20)

The recent college graduate or even an undergraduate student seeking part-time employment, may not have work experience, but can offer an employer youth, drive, ambition, ability to learn, and the potential to develop. For the recent graduate, heavy emphasis should be placed on the college training, pointing to the major and minor (elective) courses, and any important accomplishments that relate to your field of interest, also, work, full-time or part-time, summer, military, or volunteer experiences that you feel will assist you in getting hired.

WRITING YOUR RESUME

The following suggestions should help to make your resume more effective:

1. What do employer's look for on a resume?
   - Indication of attitude.
   - Signs of self-reliance and initiative.
   - Review the applicant's reason for leaving his last job.
   - Evaluate the applicant's intelligence as indicated by the resume.
   - Consider the applicant's writing.
2. The most effective resumes sell one's abilities and talents rather than just stating one's experience.
3. Your resume should not be too long or too short. Make sure it tells something about your accomplishments. For most students and recent graduates, one typed page is enough.
4. Accentuate the positive aspects of your background, such as, good grades, extracurricular activities, organizations belonged to and offices held.
5. Do not include your school transcript with your resume. However, you should have one available if an employer asks for one.
6. Begin your resume with a summary statement stating concisely your employment objective. Be specific as possible. If your not sure what type of job you will be seeking, omit the employment objective and use a brief cover letter to indicate the specific job for which you are applying and attach it to the resume. Rather than say, "I'm seeking a position with responsibility and advancement potential,

say, "I'm looking for a position . . . State specifically what type of position you are seeking, such as, sales or accounting, or some other specific subject.

7. Tell about your part-time or full-time jobs. If you have contributed to a large percentage of your school-related expenses, indicate to the employer what percentage of your college expenses you earned. Part-time or full-time work while one is attending school is a sign of diligence and will compensate in the minds of many employers for poor grades or lack of extracurricular activities. If a part-time or full-time job is directly related to your career area, it is a very strong asset and should be given serious attention in your resume.

8. Set up your resume carefully and type it accurately. Be sure spelling and grammar are correct. Many applicants have been by-passed for interviews because of spelling errors on the resume. Leave wide margins. Use a good quality white bond paper. Avoid carbon, ditto, poor quality photocopies, or coarse mimeographed copies. Multilith, offset or clean photocopies are best.

9. Review your resume. Show your resume to at least two other persons who would have knowledge of the type of work you seek. Seek objective comments or ctiticisms, not friendly pats on the back. Consider the following questions when reviewing a resume.

10. Your resume should be typewritten on white bond paper. If you cannot type it yourself, have a copy typed. You may need from 2 to 200 copies depending on the type of job you seek, the supply and demand in your field, and the geographic area you wish to cover. If your distribution needs are large, copies of your resume should be printed (miltilithed or offset). Never pass out a carbon copy.

    Remember that the average return response is very low, possibly 5-10%. The number of responses will fluctuate according to the quality of your resume and the field that you are in. If you send just a few resumes, you may get no replies at all. The more you send, the more replies you should receive. Companies employment needs change continually and sending a second resume to the same companies about a month later should yield additional responses.

The following items should not be included on a resume:

1. Religion or church affiliation.

2. Race or color.

3. Previous salaries.

4. Anticipated salary. (Only upon employer's request)

5. Reasons for leaving previous positions.

6. Opinions of former employers.

USEFUL RESUME TERMINOLOGY

The following phrases and terms are both descriptive and acceptable ways of describing one's abilities on a resume:

- Seeking a challenging position in
- Responsible for the operation of
- Planned and directed
- Extensive experience
- Coordinated and prepared proposals
- Very personable and tactful in achieving objectives
- Developed programs, procedures
- Skilled in
- Highly skilled in effectively developing
- Well versed
- Rated as outstanding in human relations and objective attainment
- Action orientated
- Wide range of skills including
- Extremely flexible
- Responsible for all phases of
- Planned and implemented
- Ability to work well with all types of people and experience in supervision
- Competent in both oral and written communication

After you have completed your resume, proofread it and consider the following points:

Resume Checklist:

- Does it tell the story of your background?
- Does it emphasize your strengths and/or accomplishments?
- Is it complete?
- Is is concise?
- Is it orientated to sell you to the employer?
- Is the appearance neat?
- Are spelling and grammer correct?
- Have you shown your major accomplishments in college?
- Does it show your major accomplishments on past jobs?
- Have you shown any significant personal accomplishments?
- Does it show you in a better light that other applicants you may be competing with for the same job?

If the answer to any of these questions is no, you should rework your resume until it is satisfactory. The following sample resumes will give you some ideas as to content and format of a resume. Rather than trying to copy any one of these exactly as it is shown, fit it to your personality, background, and writing style.

- SAMPLE RESUME -

(Chronological Format)

John C. Doe
221 Main Street
St. Louis, Missouri 63110
411-1111

JOB OBJECTIVE — Automobile Mechanic. Ultimate goal - Manager in automobile repair garage or dealership.

EDUCATION — St. Louis Community College at Forest Park, St. Louis, Missouri 63110. Associate degree Automotive Technology, 1977.

GED, 1971, St. Louis, Missouri 63110.

WORK EXPERIENCE — October 1965 - August 1975: United State Navy Aircraft Mechanic. Responsibilities included rebuilding jet engines, overhauling hydraulic components, welding of aircraft metals, identifying and ordering aprts. Supervisor of aircraft maintenance departments.

HONORS AND ACTIVITIES — U.S.N. Aircraft Maintenance Sailor of the month, 1970.

AVAILABILITY AND LOCATION PREFERRED — Available after August, 1977.
Will relocate anywhere in the United States.

PERSONAL (Optional) — Single 6'0" 170 pounds 29 years old

REFERENCES (Optional)

Mr. John Brown, neighbor
225 Main Street
St. Louis, Missouri 63110 314/775-5555

Mr. Ralph Johnson, Owner
Gateway Manufacturing Company
St. Louis, Missouri 63188 314/444-1111

Mr. Clark Hart, Instructor
St. Louis Community College at Forest Park
5600 Oakland Avenue
St. Louis, Missouri 63110 314/644-9999

(Chronological Work History Format)

Lindell A. Cunningham
234 Hillcrest Street
St. Louis, Missouri 63111
314/644-5566

GENERAL MANAGER
EXECUTIVE ASSISTANT
CREDIT MANAGER

GENERAL BACKGROUND

Twenty years of business experience in the field of office and credit management and accounting. Have set up office procedures and installed systems of all types, including those for machine accounting, payroll records, credit, and order control. Worked in close contact with sales departments which necessitated setting up systems for the handling of sales statistics, commission records, and market analysis.

EXPERIENCE

1969 - 1979 Fairmont Company, St. Louis, Missouri — OFFICE MANAGER
Distributors of Electrical Connectors

Started as credit manager. Set up systems of credit and control, to facilitate handling large orders on a brokerage basis, and for the many smaller accounts controlled through the firm's own warehouse. Developed and placed in operation a system of procedures and records whereby the credit for both methods of sale could be handled by the existing clerical staff. At the end of the first year of the operation the losses dropped and never exceeded 1/2 of 1% on a volume of sales reaching well over 2 million dollars a year.

At the end of the second year was appointed Office Manager and Executive Assistant to the President. Responsibilities covered:

Supervision of credit and collection.
Supervision of accounting operations.
Originating and installing office systems, procedures, order and inventory control.
Sales analysis, costs, expense accounts.
Supervision of traffic, warehousing and delivery operations.
Personnel management.
Selection and purchase of
Correspondence, contracts.

1966 - 1969 Missouri Credit Service Corporation — OFFICE MANAGER
St. Louis, Missouri 63114
Credit Consultants and Collectors

Responsible for reorganization of office with staff of 55 office workers. Revised and developed procedures; organized office layout for better flow of work, reorganized supervision; instituted training in order to achieve maximum efficiency. The handling of 5300 accounts necissitated the installation of standard procedure in all departments and the reorganization of the control systems.

1961 - 1966 T. L. Downing, Inc., St. Louis, Missouri — EXECUTIVE ASST. to GENERAL MANAGER
Distributors of Special Tools

Responsibilities were concerned with the installation of uniform office systems for 10 branch offices throughout eastern United States. This included the execution of company credit policy and collection. Also in charge of publication of monthly house organ for branch managers. Responsible for coordination and analysis of branch reports of sales and inventories.

(Functional Resume Format)

Henry L. Tidden
1127 Lake Drive
St. Louis, Missouri 63144
314/644-2345

OBJECTIVE:
Sales Executive

SALES PROMOTION - Devised and supervised sales promotion projects for large business firms and manufactures, mostly in the electronics field. Originated newspaper, radio and television advertising and co-ordinated sales promotion with public relations and sales management. Analyzed market potentials and developed new techniques to increase sales effectiveness and reduce sales costs. Developed sales training manuals.

As sales executive and promotion consultant handled a great variety of accounts. Sales potentials in these firms varied from $100,000 to $5,000,000 per annum. Was successful in raising the volume of sales in many of these firms 25% within the first year.

SALES MANAGEMENT - Hired and supervised sales staff on a local, area and national basis. Established branch offices throughout the United States and developed uniform systems of processing orders and sales records. Promoted new products as well as improving sales of old ones. Developed sales training program. Developed a catalogue system involving inventory control to facilitate movement of scarce stock between branches.

MARKET RESEARCH - Devised and supervised market research projects to determine sales potentials, as well as need for advertising. Wrote detailed reports and recommendations describing each step in distribution, areas for development and plans for sales improvement.

SALES - Retail and wholesale. Direct sales to consumer, jobber and manufacturer. Hard goods, small metals and electrical appliances.

ORDER CLERK - Received, processed and expedited orders. Trouble shooter. Set up order control system which was adopted for all branches.

FIRMS

1972 - 1979	Kleine Marketing and sales Research Company St. Louis, Missouri	Sales Executive
1962 - 1971	Dunning Sales Development Company St. Louis, Missouri	Sr. Sales Promotion Manager

1956 - 1962	Midwest Industrial Electronics Company	Order Clerk, Salesman, Sales Manager

EDUCATION - University of Missouri, St. Louis, B.S. 1955; Major, Business Administration.

PERSONAL DATA - Married, 2 children.

(Part-time Employment)

New applicant into job market without any obvious skills.

Robert Smith
1132 Main Street
St. Louis, Missouri 63000
411-1111

JOB OBJECTIVE	Part-time sales, cashier, stockclerk. Willing to work extremely hard and begin at the bottom and work my way up.
EDUCATION	St. Louis Community College at Forest Park. Enrolled January, 1979. Presently listed as an undecided major. Investigating several job categories for a possible business career.
WORK EXPERIENCE	None.
PERSONAL TALENTS AND SKILLS	I have not yet attained formal employment skills or experienced any measurable employment skills. However, I feel that I have beginning skills in starting and finishing short-term and long-term tasks (school work), being dependably on time, learning quickly, cooperating with other people, following instructions, writing and speaking effectively, and planning and organizing my work.
ACTIVITIES	Attend church regularly. Participate in intramural athletics. Participated in Science Fair.
PERSONAL	Single 6'1" 180 pounds 18 years old
REFERENCES	Mr. Robert Church, Instructor Franklin High School 2100 Keller Avenue St. Louis, Missouri 63000 314/644-000 Mrs. Ellen Reese, Counselor Franklin High School 2100 Keller Avenue St. Louis, Missouri 314/644-0000 Dr. Martin Shaw, Minister St. Peter's Church 3832 14th Street St. Louis, Missouri 314/645-4444

- SAMPLE RESUME -

(Part-time Employment/Beginner's Format)

Joan C. Smith
1127 Willow Lane
St. Louis, Missouri 63187
411-1111

PERSONAL (Optional)	Single	5'2"	105 pounds	18 years old

JOB OBJECTIVE

Ultimate - Certified Public Accountant
Immediate - Part-time employment in the field of accounting, i.e. accounts payable, receivable, payroll.

EDUCATION

St. Louis Community College at Forest Park. Enrolled August, 1978 to present. Completed courses in Managerial and financial accounting, business math, statistics, economics. Majoring in Business Administration.

Cleveland High School, St. Louis, Missouri. Attended 1974-1978. Completed courses in bookkeeping, algebra, typing, business letter writing, and general required courses.

WORK EXPERIENCE

None.

ACTIVITIES

Attended church regularly. On a volunteer basis kept general ledger for church, i.e., receipts from Sunday service, expenditures.

SCHOLASTIC ACHIEVEMENTS

Currently carrying 3.50 cumulative average at Forest Park College with a 4.00 average in my major field. Graduated upper 10% of high school graduating class.

REFERENCES (Optional)

REFERENCES FURNISHED UPON REQUEST.

- SAMPLE RESUME -

(For Part-time Employment)

NAME: Michael L. Lewis

ADDRESS: 111 Main Street
St. Louis, Missouri 63111

TELEPHONE: 411-1111

JOB OBJECTIVE: Bookkeeper, Typist, Stockclerk

EXPERIENCE:

1/74 - 12/76 Acme Company 211 Front Street St. Louis, Missouri
Supervisor: Mr. Brown, Manager
Position: Stock-Clerk (Part-time).

10/73 - 12/73 Elite Department Store 100 1st Street St. Louis, Missouri
Supervisor: Mrs. White
Position: Sales. (Temporary part-time for Christmas).

EDUCATION

9/70 - 5/74 City High School
1201 Bay Street
St. Louis, Missouri 63122

8/76 - Present Forest Park Community College
5600 Oakland Avenue
St. Louis, Missouri 63110
Major: Business Administration
15 credit hours complete.

SKILLS

Typing 40-45 wpm with 2 or 3 errors.
Good communication skills.
Bookkeeping (Completed 1 semester of College Accounting).
Chauffer's license.

REFERENCES

Dr. Charles A. Smith 2742 King Drive St. Louis, Missouri 771-1111
Family Doctor

Reverend Able 2000 Circle Drive St. Louis, Missouri 663-0001
Minister

Mrs. Mary Smith 54 Roosevelt Avenue St. Louis, Missouri 779-2222
Insurance Agent

SAMPLE RESUME

(Recent Graduate: Emphasis on Education)

NAME: JOHN C. DOE

ADDRESS: 3546 Carter Street

TELEPHONE: 411-1111

OCCUPATIONAL OBJECTIVE: Management

EDUCATION:

August, 1975 to May, 1977

St. Louis Community College at Forest Park
5600 Oakland Avenue
St. Louis, Missouri 63110.

Associate in Arts Degree in Business Administration, May, 1977.

Major Subjects:

Business Administration	Statistics
College Accounting	Marketing
Economics	Mathematics
Management	

EXPERIENCE:

January, 1974 to Present

Acme Company, 211 Front Street, St. Louis, Missouri 63101. Part-time stock clerk, retail sales, keep record of daily sales.

October, 1973 to December, 1973

Elite Department Store, 100 1st Street, St. Louis, Missouri 63111. Part-time sales, temporary for Christmas.

MILITARY SERVICE:

None.

SPECIAL SKILLS:

Typing 45 words per minute
Operate Burroughs Business Machine
Chauffeur's license
Read and speak Spanish fluently

REFERENCES FURNISHED UPON REQUEST

COVER LETTERS

There are two types of cover letters, letters of inquiry and letters of application. A letter of inquiry is designed to inquire about current or future job openings. The letter of application is designed to apply for a specific job opening and can be used in answering want ads.

Letters of inquiry and application should be carefully worded, brief, and addressed to the proper person by his or her correct name, title, and location. They should be typed if possible, attractively spaced, and all words spelled correctly.

LETTERS OF INQUIRY

Letters of inquiry are primarily designed to assist you in contacting prospective employers and to inquire about projected job openings that are related to your interests, abilities, training and experience.

Before writing a letter you should:

1. Know the type of job or jobs that you are seeking and best suited for.

2. Develop a list of prospective employers that might offer this type of work.

3. Then write a letter of inquiry and corresponding resume.

Your letter should highlight those aspects of your background that are pertinent to the job, such as related training and/or experience.

Letters of inquiry should contain the following:

1. An introductory statement explaining why the letter is being written.

2. A brief statement about your education, occupational interests, plans, preparation, and experience.

3. A concluding paragraph noting your attached resume and application form in case there is an opening in the area sought.

   (Don't begin all sentences with the pronoun "I".)

The following is a sample letter of inquiry about a job opening.

811 Ridge Street
St. Louis, MO 63000
January 15, 1979

Mr. J. B. Teller
Director of Personnel
Lemex, Incorporated
St. Louis, MO 63000

Dear Mr. Teller:

I am interested in securing employment as an electronics technician, and I am writing this letter to inquire about openings in your company.

In May, I will graduate from St. Louis Community College at Forest Park with a two year degree in Electronic Engineering Technology. My instructor in this area tells me that your company would be a good place to work.

I am 21 years of age and have had two summers of related work experience, one as an electrician's helper and one in radio and TV repair.

Please note my enclosed resume for your review. If you should need additional electronics technicians, please send me an application form as I would like to apply for a job with your company. I would appreciate a reply from you.

Sincerely yours,

Steven Litell
314/771-2345

LETTERS OF APPLICATION

Letters of application are primarily designed to answer ads or apply for a specific job opening that you have knowledge of. Write a special letter geared to the specifications indicated in the ad or which points out how you fit what the ad asks for. If you are applying to a specific company for a specific job, you might consider sending a letter outlining your background rather than a resume. Before writing the letter, obtain as much information about the company and the job as you can. You can obtain information about most larger companies from industrial directories available in most libraries. If an employer is not listed in a directory, obtain a company brochure or annual report directly through the employer. Attempt to tie in the information about the employer in your letter. Your letter should make reference to the job and show anything in your background that would qualify you for it.

For an in-depth discussion on researching an employer, obtain a copy of the publication, "How To Research An Employer", available through the Forest Park Job Placement Office.

Letters of application should include the following:

1. An introductory paragraph indicating that you understand that there is a job opening and that you wish to be considered as an applicant.

2. The second paragraph, the body of the letter, should contain a brief statement of your occupational interest and plans, your education, and preparation for the type of work required on the job for which you are applying, and any related occupational experience.

3. The last paragraph should include a brief statement that a copy of your resume is being enclosed. This concluding section should solicit a favorable response and indicate your willingness to come in for a personal interview.

A few additional points:

1. Let your cover letter reflect your individuality, but avoid appearing familiar, overbearing, humorous, or cute.

2. With local firms, take the initiative in suggesting that you telephone for an interview.

3. With out-of-town or state firms, it is important that you indicate your willingness to make a trip for a personal interview. Even suggest dates when you could be in the area for an interview.

4. Your letter need not cover the same ground as your resume. It should merely sum up what you have to offer and act as an introduction for your resume.

The following are sample letters of application.

3556 West Avenue
St. Louis, MO 63100
January 15, 1979

Brown and Associates
P. O. Box 1979
St. Louis, MO 63111

Gentlemen:

Your advertisement for a Jr. Accountant is exactly the kind of position I have been looking for.

I just graduated from Franklin Community College with an Associate's degree in Accounting. I have very little experience, but I have lots of enthusiasm and a sincere desire to succeed in the field of accounting.

As requested in your advertisement, my resume is enclosed. I would appreciate the opportunity of presenting my qualifications in a personal interview.

Yours truly,

Jane Doe
314/411-1111

301 North Hillside Drive
St. Louis, MO 63110
January 21, 1979

Mr. Robert Smith
Personnel Manager
Bannis Corporation
New York, NY 62000

Dear Mr. Smith:

The Forest Park Placement Office has informed me of a vancancy with your firm for the position of Field Service Representative. Please consider me as an applicant for this position.

In May, I will receive an Associate's degree in Electronic Engineering Technology. In conjunction with my degree, I have also completed 12 credit hours of mathematics. My cumulative grade point average is 3.250 on a four point scale.

I also have had four years of experience in radio repair with the United States Air Force. My Air Force tour included 13 months of duty as a radio repairman and forward observer in South Korea. I was promoted to the rank of Staff Sergeant, E-5, before receiving an honorable discharge.

Through researching your firm, I have discovered that your company is a Fortune 500 firm and a leader in your particular industry. I would welcome working for such a firm. I would be most grateful to meet with you for a personal interview, at your earliest convenience. Feel free to telephone me at my expense. In closing, I would like to express my appreciation for your consideration of my application.

Sincerely yours,

John A. Doe
314/771-3344

ERIC Clearinghouse for Junior Colleges
8118 Math-Sciences Building
University of California
Los Angeles, California 90024

JUL 15 1982